



10 fab formulas for Scroll-Stopping Hooks

to use in emails, posts, videos

The You know you want it

Lead with something so awesome and so delicious your audience wants.

How I made \$250K in my copywriting business with no funnels, zero tech, and a tiny email list



The **Cliffhanger**

Start your email or post at the climax of your story... and create a cliffhanger to keep them reading.

I was so embarrassed, I cried in the corner... but let me back up and tell you where I was.



The **Quote**

Lead with a customer quote or a bit of dialogue

"I would've died if I hadn't found you." That's a quote from one of our nutrition clients. She'd been struggling with IBS for decades...



The Client Call-Out

Write a question or statement that Immediate call in your ideal prospect or reader.

Struggling to find scroll-stopping hooks for your social posts?



The Scare Tactic

Tapping into fear can be very powerful - and also problematic and borderline unethical. Use it sparingly. And never use fearmongering to get a sale.

These mistakes will kill your sales



Give'em what they need & want

Lead with a promise of some juicy information they want 6 quick tips to accelerate weight loss



How coaches are finding paying clients, even if they don't have much experience yet

Wow'em with data

Lead with some kind of crazy amazing stat

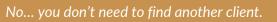
Email has a whopping ROI of 35:1

76% of consumers are concerned about AI



The **Opposites Attract**

Take an oppositional position to a commonly held belief. Go against the grain. Be contrarian.





The Celebration

People love to celebrate. So if you have a great milestone or life event - share it.

I just turned 48! Here's a playlist of my 48 favourite songs of all time.



The **This**

Create curiosity and tease about "this"

This is my fave hook to use.

If you want to double your clients, do this.

Plan more in episode 76: kimkiel.com/podcast